

Social Media and School Crises

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Social Media Defined

User-generated content shared via the internet to be shared with other users

What does SM have to do with school crises?

- Part of the crisis communication plan
- Fits as expected part of the Incident Command System that all emergency systems use as covered in PREPaRE



When is social media relevant in school crises?

- Pre-crisis/Prevention
- During
- Post-Crisis/Recovery

Why use SM at all?

- Adds another layer of redundancy for communications
- Direct information to recipient
- Quick communication to the broader community and the press
- Eliminates the press as a filter



Pros

- Free and easy to use
- Familiarity by a large number of people including govt agencies
- Communicate in an immediate and direct manner
- Can be used remotely

Cons

- Sites are public
- Need for monitoring of sites



Pre-Crisis/Prevention

School-home communication culture

Social Media use during drills

Influence of student social media on future incidents

Monitoring of social media as prevention

School-Home Communication

- FB and Twitter are the most widely used forms of social media for parents and schools to communicate with each other.
- Texting Apps (e.g., Remind) are also very common)





Home-School Communication Apps

- [Google.com/alerts](https://www.google.com/alerts) – alerts sent to email (free)
- [Mention.com](https://www.mention.com) – monthly fee
- Others??



School-Home Communication

- Actively share general non-crisis info through FB and Twitter to normalize these modes of communication.
- Share info via social media regarding safety and emergency preparedness



Home-School Communication

- Social Media Manager – role is to monitor, contribute to, filter, measure, and guide the social media presence of the organization
 - Principal, Asst Principal, Superintendent, Tech Admin



Social Media Use During Drills

- Important to discourage students and teachers from sending out messages mid-crisis
- During drills, social media can be used to inform students and teachers about the situation (unannounced drills)
- Provide specific language to students/teachers to share
- Communicate to parents during drill to fully simulate real situation



Positive social media influence

- With guidance from parents or other supportive people in their lives, social media can be a strong support for people
 - Strengthens and facilitates friendships
 - Does not reduce face-to-face interaction
- Online searches for self-harm and suicide terms lead to helplines and positive supports

Positive Influence of SM on Suicide

- **Positive social support**
 - Connect those with similar experiences
 - Suicide searches bring up crisis lines
 - Many FB and Twitter groups for suicide prevention
 - National Suicide Prevention Lifeline
 - Afterdeployment.org



Negative Influence of SM on Suicide

- Online search for suicide information
 - About half of the hits are pro-suicide
- Cyberbullying
 - Targets are 2x as likely to attempt suicide
 - Aggressor 1.5x as likely
 - Cybersuicide pacts



Prevention through monitoring

- Parents, peers, and school staff are all exposed to social media
- Parents, teachers, and student social medial worlds often overlapping
- March 2016 – hangman challenge



Leakage

- Chardon, OH 2012 shooting “Die to you all” on FB and Twitter
- Oregon CC shooting “Don’t go to school tomorrow if you live in the Northwest”
- Gabrielle Giffords’ attacker left message on YouTube
- Amy Joyner-Francis story

Social Media During a Crisis

How information tends to spread

Issues to be aware of

What to communicate



Janis Krums ✓

@jkrums



Follow

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

RETWEETS
245

LIKES
894



12:36 PM - 15 Jan 2009



245



894



Reply to @jkrums



Alexia Tsotsis @alexia · 15 May 2013

@gaberivera @jkrums Real bummer.



[View other replies](#)



Janis Krums @jkrums · 15 May 2013

@alexia @gaberivera Huh?



Mike Beyman @mjbeyman · 12 Mar 2013

@jkrums I'm a producer at CNBC looking to talk to you about your experience during the miracle on the Hudson. Would love to chat. Dm me.



Janis Krums @jkrums · 12 Mar 2013

@mjbeyman Sure, just email me the Q's or we can talk.





How Information Tends to Spread

- SM post about a crisis event
- Re-posts via network
- News outlets receive notification

Types of Tweets During Crisis

1. Users post self-generated messages about the event
2. Messages are re-tweeted from primary, official, and unofficial sources
3. Official messages from school to the public
4. Official messages from school to gather information



Promoted

1.1K 2.2K



El Cajon Police @elcajonpolice · Sep 27

The investigation just started, but based on the video voluntarily provided by a witness, the subject did NOT have his hands up in the air

413 490



El Cajon Police @elcajonpolice · Sep 27

We ask that the community please be careful about reacting to inaccurate information. No phones were confiscated from anyone at the scene.

568 627



El Cajon Police @elcajonpolice · Sep 27

Investigators are now on scene. A press release is being prepared with updated information will be released soon.

61 90



El Cajon Police @elcajonpolice · Sep 27

Officers responded to an erratic subject that ended with an officer involved shooting. We will post updates here as

605 726



Megan Tevzian @meganNBC · 4h

Crowd is building outside Prescott Park for #AlfredOlango vigil. #NBC7



7 6



Anonymous @GroupAnon · 4h

After days of protest, police released this footage of the shooting death of #AlfredOlango. #ElCajon



85 50



Crisis Comm Issues to Be Aware Of

- Speed of crisis and speed of communication
- Information and misinformation can get out of control – student and teacher posts may be incorrect or misleading
- Social Media allows quick broad distribution of information – correct or incorrect
- Need to monitor interpretations and re-send out information frequently to the community



People Need to Know

- People touched by a crisis have a need to understand who/what is responsible.
 - Is the cause internal/external?
 - How stable is the situation?
 - How controllable is the cause of the crisis?
- As PREPaRE teaches, we need to provide reassurance of safety when the crisis has passed



What to Communicate During Crisis

- Post fact-only and limit the info to that which directly impacts the school community and general community
- Communicate frequently even if there is no new information
- Respond to rumor by reiterating fact



What to Communicate During Crisis (cont.)

- Information with a source is less likely to be spun into a rumor
- Post safety information or health alerts
- Post the reunification plan if necessary
- Mapped information if appropriate



What to Communicate During Crisis (cont.)

If possible and appropriate, direct student and teacher social media use

- **Manage rumor spread and minimize panic on the part of parents**



Same Incident – Two Outcomes

- School initiates lockdown due to suspicious criminal activity nearby. Students text parents after over hearing teachers talk about what might be happening. Parent anxiety gets triggered. Parents start arriving at school.
- School initiates lockdown due to suspicious criminal activity nearby. Administration uses SM to inform parents about the lockdown and that activity in the building is carrying on as normal. Messages repeatedly go out keeping parents informed.

Responding to Social Media Posts

- Monitor comments by parents and students and respond if appropriate
- Info posted on SM can inform the school of new problems
- Posts can help identify misinformation
 - Misinformation can be clarified in brief fact-based responses

Start of Crisis Recovery

- Post re-opening procedures
- Any temporary relocations
- Crisis counseling information
- How community members can help in recovery

Social Media Post-Crisis

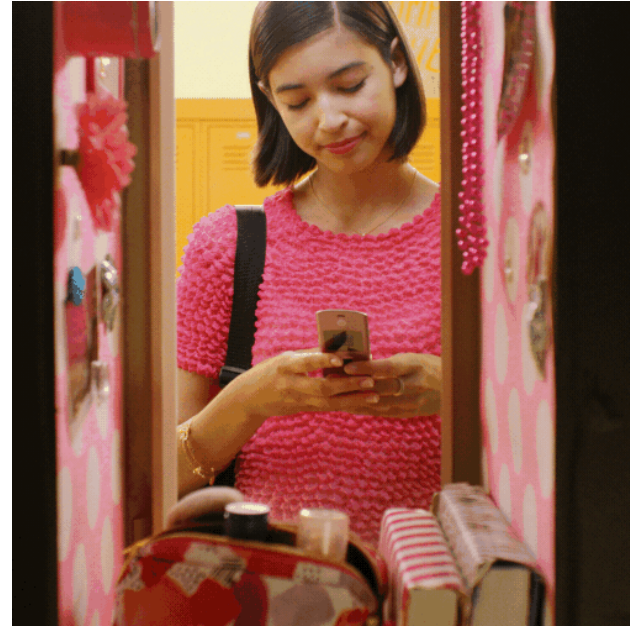



What kinds of things do people post?

- Expressions of sympathy
- Wishes to promote change
- Finger pointing
- Venting

Information will
spread via social
media.

How will your
organization
participate in that
information spread?





Crises are like fires, with effective communications as the best way to douse them. The slower the response, the faster the crisis grows, fueled by misinterpretation, second-guessing, attacks, rumor, and fear.



Crisis Communications Must Be:

- Accurate
- Timely
- Redundant – multiple platforms

Information to Spread Post-Crisis

- Prepared statements.
- Fact sheets (PREPaRE and NASP)
- Location of support services
- Contact information for service providers

Twitter posts related to June Jordan HS shooting



filet miliyan @MiliyanK · 8h

prayers to them 4 students families at **June Jordan** 🙏👤



11



6



Jonathan Garcia @JonGarc1a · 9h

Although we grieve, thankful for our community-- @AdRoll / @AvalosSF
-- 4 supporting **June Jordan**! #WeAreSFUSD sfexaminer.com/june-jordan-hi...



5



7



Alma @Almaeeek · 9h

Prayers to the 4 ppl that were shot at **June Jordan** today 🙏👤



2



7



JJSE @jjsesf · 9h

Hi **June Jordan** School for Equity Community. Our school suffered from a traumatic incident today after school. No... fb.me/1E3UbZ1Vj



1



5



3



SF public schools @SFUnified · 10h

June Jordan HS will be open tomorrow with added support for students and staff.



1



11



18



San Francisco Police @SFPD · 11h

June Jordan HS will resume Wednesday & will have counseling available for the students. @sfusd #SFPD



21



16




ABC7 News @abc7newsbayarea · 11h

#UPDATE: #SF Unified now confirms 4 students shot near **June Jordan** high school. Female student in critical condition:








June Jordan School for Equity Facebook page

**June Jordan School for Equity**
8 hrs · 🌐



Hi June Jordan School for Equity Community. Our school suffered from a traumatic incident today after school. No life-threatening injuries have been sustained in an isolated incident where outsiders came into our parking lot to target one of our students. Violence in our communities is nothing new. Our students, staff, and families stand in solidarity with all our young people harmed and remain dedicated to fighting the oppression that is feeding the continuation of horizontal violence.


If you want to post something, RE-POST this. Resist the urge to re-post media that perpetuates dominant culture narratives of communities of color.


 Like  Comment  Share


  58 Chronological ▾

68 shares 4 comments

**Nicole Michele Farley** Rick, in case you haven't already seen this.
Like · Reply ·  1 · 7 hrs

**Tolga Yaman** perfecttttt
Like · Reply · 5 hrs · Edited

**René Ly Reza Harris**
Like · Reply · 5 hrs

**Christine Samra** Will school be in session today?
Like · Reply · 1 hr



IslamBradford
@IslamBradford1

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IslamBradford

Yesterday at 2:54pm · 🌐

Today's khutba at IB: "The Death of Asad Khan is Everyone's Responsibility" by Alyas Karmani: <https://www.youtube.com/watch?v=MB3htD8NB0Y&feature=youtu.be>

Like Comment Share

👍👤 36

Chronological

13 shares

2 Comments



Hina Hanif Abu Musa

Like · Reply · 1 · Yesterday at 3:02pm



Shamaila Javaid Usman Hulk Bashir

Like · Reply · 23 hrs

Write a comment...



IslamBradford added 3 new photos — 😊 feeling happy.

32 mins · 🌐

Search for posts on this Page



Very responsive to messages



3,419 people like this



Invite friends to like this Page

ABOUT



👍 244 🗨 36

The official IslamBradford Facebook page -



Sandy Hook Promise @sandyhook · Sep 29

Heroes stopped gunman who fired into [#Townville](#) Elementary school classroom



Gunman Fired Into S.C. School, but Heroes Stopped Him and Save...

While they'd never dreamed they'd need it, everyone at Townville Elementary has been through threat training and prevented "a much wor...
nbcnews.com

9 20



lizzy @lizzystoutt · Sep 29

"We don't need gun control" tell that to the three children who were shot yesterday. [#Townville](#)

121 149

Helen M. Farrell, MD and 5 others follow



Demi Lovato @ddlovato · Sep 29

We must use our voices to protect our children... this must stop. [#townville](#)

7.1K 17K



Kaitlyn VanWay @TheKittyVanWay · Sep 28

The fact that I could be shot at school and no one would change any laws makes me feel sick. [#Townville](#)

95 183

POLITICO follows



102 97

Helen M. Farrell, MD and 2 others follow



Patty Duke @pattyduke_id · Oct 2

Many prayers and thoughts to the family of 6yr old Jacob Hall. So very sad and senseless.

Mike
[#JacobHall](#)

5 29



((MAD MOM)) @madmommadmom · Oct 2

[#JacobHall](#) is dead because the parents of the 14 year old shooter raised him to be a gun extremist, gifted him guns & gave him full access.

25 26

ptsd_jedi and 1 other follow



BRANDEN JAMES @BrandenJMusic · Oct 1

RIP Jacob Hall. Gone WAY too soon. This is heartbreaking. When's it gonna stop? [#JacobHall](#)



Andrew Reeser @andrewreeser

After three days in critical condition, Coroner Greg Shore confirms Jacob Hall passed away today at 12:56pm.
[@foxcarolinanews](#) [#Townville](#)

28 63

Recent deaths in Brentwood



Teen girl - **Nisa Mickens** - found beaten to death in Brentwood, day before 16th birthday [ln.is/abc7ny.com/new...](https://www.abc7ny.com/new...)



1



Johanna C @iamjojoc · Sep 14

RIP **Nisa Mickens**. A student from Brentwood who was murdered yesterday. Today would've been her 16th birthday 💔



James Ford @jamesfordtv · Sep 14

Police have just returned en masse to the scene where **Nisa Mickens**'s body was found, and where her friend, Kayla... fb.me/89CeaGJ85



1



Criminal Law Info @crim_law_info_ · Sep 14

Nisa Mickens found dead on Brentwood street on eve of Sweet 16 - Newsday: NewsdayNisa **Mickens** found dead on B...



Family: Teen found dead on eve of Sweet 16

Family and friends gathered Wednesday on a street in Brentwood where a high school student was found dead on the eve of her Sweet 16. How

[newsday.com](https://www.newsday.com)



1



jmr @actuallyuh · Sep 14

all of my thoughts are with **nisa mickens** family & friends, she was an intelligent, and beautiful girl. rip to this angel who've we lost today



1



marlene @mcrystal3 · Sep 14

R.I.P **NISA MICKENS** 💔



2



kasandra @BRAZZERJAI · Sep 14

R.I.P **Nisa Mickens** an intelligent and thoughtful girl who went to my school and passed away last night from a hit and run. 🙏🙏



Brentwood Union Free School District

September 15 at 6:04pm · 🌐

As most of you are aware, the District has recently been informed of the tragic news involving the death of two Brentwood High School students near Stahley Street. Our hearts and minds are with the families of these two students and the Brentwood community as a whole.

Please be informed that despite the tragedy, our buildings throughout the District are safe, classes were productive, and our staff and students were exceptional.

We have taken active steps to ensure the safety and welfare of our students.

- Suffolk County Police Department has increased their presence at the high school and the surrounding schools.
- Our school Psychologist, Social Workers, and Guidance Counselors are staged at several locations throughout the high school to provide grief and bereavement counseling
- Teachers are available to provide additional support to students

School is in session tomorrow, and all classes will proceed as usual. However, in honor of our two students, we are asking that all students show their support tomorrow by wearing school colors, Green & White.

Lastly, in demonstration of school solidarity, a candlelight vigil in memory of these two students will take place at high school's Football Stadium tomorrow evening, September 16 at 6 p.m.

All students and community members are invited and encouraged to wear Green & White to show your support.

We hope you will be able to join us.



Like



Comment



Share



Like



Comment



Share

436

Top Comments ▾

244 shares



Write a comment...



Maryann Gaetano Rubenstein This is wonderful the community and school should do this every time we loose a child to gang violence. We have lost to many children from Brentwood .

Like · Reply · 15 · September 15 at 6:20pm



Brentwood Union Free School District

September 15 at 6:20pm · 🌐

Please join us, in a demonstration of solidarity, at a candlelight vigil in memory of the two slain students.

The vigil will take place at the Brentwood High School's Football Stadium tomorrow evening, September 16 at 6 p.m.

The District is asking everyone to wear Green & White.



Like



Comment



Share



Like



Comment



Share

285

Top Comments ▾

236 shares



Write a comment...



Nilian Elizabeth We need to pressure the community & SCPD to get more involved!!

Like · Reply · 3 · September 15 at 10:23pm · Edited



Sulz Jones <https://www.governor.ny.gov/governor-cuomo-signs...>

Like · Reply · 1 · September 15 at 8:17pm



Dee Rivera This is so sad! Praying for Brentwood and all the families who lost there children! 🙏❤️

Like · Reply · September 16 at 1:55pm

166 shares



Write a comment...



Mimi Pierre Johnson May God give all of you especially the families grace and comfort at this time; may every Politician continue to stand with you and do something to stop these senseless murders.

Like · Reply · September 17 at 11:33pm



Ingeborg Goud I am a former resident of Brentwood . I live in Florida now .My Prayers are there with al of my loved ones in Brentwooid .. I was the owner of Sunny Moments Flower Shop ... Prayers are there for aAll

Like · Reply · September 18 at 3:04pm



Deborah Aloia My old school..... feeling sad that this happened to these beautiful girls, praying for their families and the community !!!❤️❤️

Like · Reply · September 18 at 3:02pm



Doreen Apicella-Marrero Such a strong Community .. from a mom of a half hollow hills west student this is a horrifying nightmare no victim or family should ever go through . This has been a topic in our district forum as well . We are so sorry for the loss of these beautiful girls

Like · Reply · September 18 at 1:57pm



William Yvonne Jackson Lifting the families and our community in prayers.



Like · Reply · September 17 at 9:48pm



Moira Edwards Thank you for the support.

Like · Reply · September 18 at 8:35am



Arlene Bazata Gernon thank you

Like · Reply · September 17 at 2:09pm



Gabby Bermudez Jennifer Quinteros

Like · Reply · September 18 at 5:41pm

Write a comment...



Felix Martinez Today these two beautiful girls died if we don't do something tomorrow could be our children if I happened to my child I will carry his cross but that would be a whole lot of the cross is coming with him

Like · Reply · September 19 at 6:30am



Beatrice Palermo It is so sad I grew up in Brentwood we were one community it's time to take our communities back from these gangs such ignorance

Like · Reply · September 18 at 7:30pm



Janice Johnson So very sad. What has happened to th I s town. May you both rest in peace so very young with their entire life before them. Condolences to their families and friends.

Like · Reply · September 17 at 11:52pm



Emily Montanez My condolences to their families,may God give them all the strength they need.💔. May these girls rest in peace. May justice be found. Please lord hear our prayers 🙏🙏🙏

Like · Reply · September 18 at 8:10am



Belinda Gonzalez Don't even know what to say as tears roll down my face...these poor babies..may justice be found..

Like · Reply · September 17 at 8:28pm



Elida Sosa 🙏 this breaks my heart how my home town has changed may these girls rest in peace and God give their families strength 💔

Like · Reply · September 17 at 7:48pm · Edited



Melissa Zarou I still can't believe that this happened in my hometown

Like · Reply · September 17 at 9:28pm



Ellen LaSalle Verdile Our "Brentwood" hearts are broken. 💔 Nisa & Kayla are now flying with Angels💔

Like · Reply · September 18 at 5:58pm



Joanne Rakin So very sad . My thoughts and prayers are with the families of these 2 beautiful young girls 🙏🙏🙏🙏

Like · Reply · September 18 at 9:27am



Michelle Anne Devastating! Two young lives taken from their families 😭 prayers for their families and friends

Like · Reply · September 19 at 7:54pm



Teresa Fertitta As a former Brentwood resident I find this so tragic & sad, May these two young ladies RIP & God Bless their Families🙏🙏💔

Like · Reply · September 18 at 10:35am



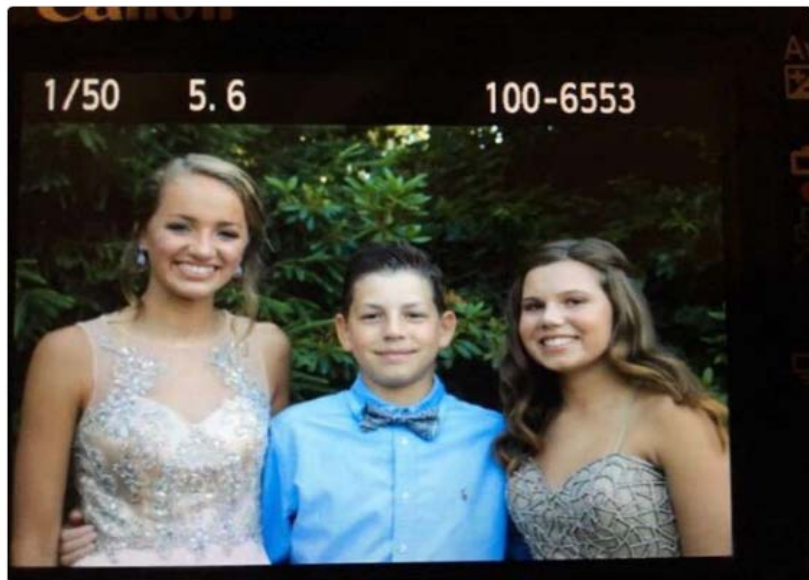
Nilsa Perez So sad my condolences to their family...it really hurt me, two beautiful girls life has being taken.

! MISSING !

Name: Nickolas Donnelly

Last Seen: Shoreham

please contact [@alikeep17](#) if you have any information



RETWEETS
8

LIKES
10



5:21 PM - 4 Oct 2016



8



10



Jill Conway McDowell with Brian Fealy and 86 others.
18 hrs · 🌐

LONG ISLAND BOY !!!!!Urgent!!!!!! Please help!!! Police helicopters and dogs are searching. Sharing to help a friend!!!!!! Please share!!!!
This 14 yr old boy , Nick Donnelly went for a run this morning at 10am in Shoreham and hasn't been seen since.
Please help and share...



Like



Comment



Share



RIP **Nick** wish i got to know you more in montalk. My prayers go out to the **Donnelly** family ❤️🙏

👤 ↻ ❤️ 13 ⋮



cassidyy merzbacherr @cassmerz · 5h

goes to show u never know what anyone is going through be nice to everyone today and always., rest in paradise **nick donnelly** 💙💛💙🙏

👤 ↻ 4 ❤️ 37 ⋮



lanie williams :) @lanieewilliams · 5h

breaks my heart to see another young soul be taken way too soon. My love & prayers go out to the **Donnelly** family & all of SWR, RIP **Nick** 💙💛

👤 ↻ 11 ❤️ 43 ⋮



fiona @shreksbish · 5h

Thoughts and prayers go out to friends and family of **Nick Donnelly**, I'm so sorry for your loss 💛

👤 ↻ 5 ❤️ 10 ⋮



Vinny Aracri @vincent_aracri · 5h

Rest in piece **nick** love ya bro my prayers go out to the **Donnelly** family ❤️❤️

👤 ↻ 4 ❤️ 21 ⋮



Corey Cairo @coreycairo · 6h

Rest In Peace **Nick Donnelly** ❤️

👤 ↻ 33 ❤️ 37 ⋮



Courtney @courtneyrichh · 6h

This town has been through so much heartbreak. Rest easy **Nick Donnelly** 💙
💛 fly high 🙏



Cas @CTrimingham · 4h

Sending prayers to the **Donnelly** family. Rest easy **Nick** you will be missed 💙

👤 ↻ ❤️ 15 ⋮



vinny @vinnymonte · 4h

My condolences and prayers go out to **Nick** and the whole **Donnelly** family. Rest easy **Nick**. Heaven gained another angel.

👤 ↻ 1 ❤️ 19 ⋮



Brett @brett_dooley3 · 4h

RIP **Nick** wish i got to know you more in montalk. My prayers go out to the **Donnelly** family ❤️🙏

👤 ↻ ❤️ 13 ⋮



cassidyy merzbacherr @cassmerz · 5h

goes to show u never know what anyone is going through be nice to everyone today and always., rest in paradise **nick donnelly** 💙💛💙🙏

👤 ↻ 4 ❤️ 37 ⋮



lanie williams :) @lanieewilliams · 5h

breaks my heart to see another young soul be taken way too soon. My love & prayers go out to the **Donnelly** family & all of SWR, RIP **Nick** 💙💛

👤 ↻ 11 ❤️ 43 ⋮



fiona @shreksbish · 5h

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👤 ↻ 5 ❤️ 10 ⋮



Vinny Aracri @vincent_aracri · 5h

Rest in piece **nick** love ya bro my prayers go out to the **Donnelly** family ❤️❤️



Triage Through Monitoring

- Community can help with triage process.
- Monitoring of hashtags and social media activity of those most closely impacted.
 - Focus on those most impacted by the crisis – those who are physically or emotionally closest to it.

Community Monitoring of SM

- Officials can make plea for community monitoring of social media and provide information on who to go to seek help

Connecting post crisis

- Good information sharing
- Thoughtful comments and reflections
- Positive action

Excessive Media Viewing

- Excessive viewing of media can increase anxiety post-crisis
- Unfiltered and unedited video images and video can exacerbate trauma
- Need to encourage people to follow their normal routines.
- If insistent on watching, opportunity to process the event as the person is experiencing it



Dark Side

- False GoFundMe pages and other fundraisers
- Calls for violent retaliation

[Louisiana Flooding](#)

I'm looking for someone

I have information about
someone

In the USA you can also use SMS by texting **650-800-3986**.

To search, text **Search [name]**. For example, to search for Alex, text **Search Alex**.

To add a record to say you are OK, text **I am [name]**. For example, if you are Alex Smith and you are OK, text **I am Alex Smith**.

PLEASE NOTE: All data entered is available to the public and usable by anyone. Google does not review or verify the accuracy of this data. Learn more about Google [Privacy Policy](#).

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Questions/Issues

- Varying comfort level with technology
- Privacy issues
- School vs. community vs. emergency officials perspectives

Take Away

- Timely accurate information during crisis helps manage the crisis more effectively
- SM is a tool that can facilitate crisis communication and recovery